

Project Title: 2025 Budget Engagement
Project Timeline: June - November 2024
Project Lead: Comms & Finance

2024 Communications Plan

City of Owen Sound - 2025 Budget Public Engagement

#	Communications Type	Key Message	Lead Department	Info/Notes/Actions	Date Required												As Needed or Ongoing	Status
					JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
1	OurCity online page	Community's involvement will influence certain aspects of the 2025 Budget and how tax dollars are spent	Communications & Finance	Brief overview of budget process, key dates, budget education, glossary, FAQs, who's listening, 'Ideas' tool and online survey					X	X	X	X	X	X	X	X		
2	Media release, website homepage, digital screen, social media posts, include in final tax bill insert (due end of May)	(Free) Promotions of online engagement and budget survey <i>May choose to add paid for promotions on social media if budget allows</i>	Communications	Social posts align with key dates of budget process					X	X							X	
3	Report to Corporate Services re: Budget Comms Plan	New to budget 2025, deeper public consultation than previous years	Communications							X								
4	Online survey	Questions	Communications & Finance	Build on Citizen Satisfaction results Build on partnership with YMCA & GBLIP to reach under-accessed groups' feedback on survey						X	X							
5	Offline survey	Same as online version		Have available at City facilities						X	X							
6	Close the loop - OurCity and website updates	Share findings and impact they've had on budget	Communications & Finance	Seek community input and always tell the community what was said, how the City will use input, how decisions will be made, and future steps									X	X	X	X		
7	Media Releases for budget at Committee Meetings	(New) public step in the budget process	Communications & Finance	Media release in early October to promote survey findings and draft budgets being presented to committees									X	X				
8	Promote final steps in budget (Council meetings)	Promote finalizing the budget (similar to past years)	Communications & Finance	Reshare the public's involvement in 2025 budget process and outline final steps to approval through Council											X	X	X	

Phase 1:
Promote public participation

May - June - July 2024

Phase 2:
Report on public participation

Aug - Sept - Oct - Nov 2024

Phase 3:
Promote final steps in budget process

Dec 2024 - Jan - Feb 2025

Phase	Tactic	Purpose	Audience	Supporting Tools/Notes	Responsible	Start Date	Delivery Date	Status
1	Report	Bring Comms. Plan to Corporate Services for information	Committee Council Staff	Share outlined communication tactics for public engagement on budget	Communications	13-May	13-Jun	In process
1	OurCity project page	One stop spot for information and engagement opportunities	Residents Council	Pull info from Budget 101 book - The budget process - Key dates - Who's listening - Survey - Ideas tool - FAQs	Communications Director of Corporate Services	15-May	Launch June 14	In draft
1	Media Release	Promote OurCity page and survey	Residents Council	Pull info from OurCity page; Purpose of public engagement	Communications Director of Corporate Services	10-Jun	14-Jun	In process
1	Website Home page	Promote OurCity page and survey	Residents Council	Call to Action on the home page Link from budget/tax pages	Communications	13-Jun	14-Jun	In process
1	Social Media posts	Promote OurCity page and survey	Residents	Accompany media release	Communications	13-Jun	14-Jun	In process
1	Digital signs/posters (City Hall, potentially Library)	Promote OurCity page and survey	Residents	Accompany media release	Communications	13-Jun	14-Jun	In process
1	Tax Insert	Promote OurCity page and survey	Residents	Encourage OurCity participation	Communications	21-May	27-May	Completed
1	Online Survey	Ask public for feedback to use while building 2025 operating budget Run June 14 - July 15	Residents	Refer to other municipalities and Citizen Satisfaction Survey for questions that align	Communications City Manager Corporate Services	13-May	14-Jun	In process
1	Paper Survey	Same as online; offer alternative format	Residents	Build from online survey Have available as required	Communications	13-May	14-Jun	In process
1	Social Media posts	Promote participation in survey	Residents	Ongoing promotions of engagement opportunities Mention survey close date	Communications	15-Jun	Ongoing until July 15	In process
2	Media Release	Promote budgets going to Committees this fall (new step in budget process)	Residents Committees Council	Mention new step in budget process Encourage online survey participation (if still open)	Communications	25-Sep	October meetings	
2	Update OurCity page	Close the loop Share findings and impact they've had on budget	Residents Council	Seek community input to validate/make sense of input where appropriate, and always tell the community what was said, how the City will or will not use input, how decisions will be made, and future steps	Communications Finance	15-Jun	Ongoing	
2	Budget webpage on OwenSound.ca	Close the loop Share findings and impact they've had on budget	Residents	Updated information on budgets as they become available	Communications Finance	15-Jun	Ongoing	
3	Media release and web updates (similar to Phase 2)	Promote finalizing the budget (similar to past years)	Residents	Reshare the public's involvement in 2025 budget process and outline final steps to approval through Council	Communications Finance	1-Nov	1-Dec	

Phase 1: Promote public participation	May - June - July 2024
Phase 2: Report on public participation	Aug - Sept - Oct - Nov 2024
Phase 3: Promote final steps in budget process	Dec 2024 - Jan - Feb 2025